



17. The method of claim 12 for determining the value of the business enterprise, wherein the step of determining present and expected values of the enterprise as functions of present and expected profits and costs of the enterprise further comprises:

determining an expected growth in operating profits of the enterprise.

18. The method of claim 12 for determining the value of the business enterprise, wherein the step of determining present and expected values of the enterprise as functions of present and expected profits and costs of the enterprise further comprises:

determining enterprise cash flow over a competitive advantage period.

19. The method of claim 12 for determining the value of the business enterprise, wherein the step of determining present and expected values of the enterprise as functions of present and expected profits and costs of the enterprise further comprises:

determining an average cost of capital for the enterprise over a period of competitive advantage.

20. The method of claim 12 for determining the value of the business enterprise, wherein the step of extracting data representing the enterprise further includes the steps of presenting questions pertaining to the enterprise to a user through the user interface and extracting information from responses to the questions.